

APPLIED VISUAL TECHNIQUES

2023/24. 2ND SEMESTER

BASIC DATA		
COURSE NAME	Applied Visual Techniques	Alkalmazott Vizuális Technikák
COURSE CODE(S)	YAXALVTBNF (SGYMESZAVT1)	
DEPARTMENT	Óbuda University Ybl Miklós Faculty of Architecture and Civil Engineering, Institute of Architecture	
PROGRAMME, TRAINING	architect BSc	full time
COURSE INSTRUCTOR (Instructor managing the course)	Dr. Zoltán Bánföldi DLA, Associate Professor banfoldi.zoltan@ybl.uni-obuda.hu	Consultations: during term time: Tuesday 18:45-19:30 Wednesday 8:00-8:45 appointment by e-mail
LECTURERS	Dr. Zoltán Bánföldi DLA, Associate Professor banfoldi.zoltan@ybl.uni-obuda.hu	Consultations: during term time: Tuesday 18:45-19:30 Wednesday 8:00-8:45 appointment by e-mail
	Enikő Boros, Master teacher boros.eniko@ybl.uni-obuda.hu	Consultations: during term time: Tuesday 18:45-19:30 Thursday 16:15-17:00 appointment by e-mail
	Levente Gyulai, Assistant teacher gyulai.levente@ybl.uni-obuda.hu	Consultations: during term time: Monday 18:00-19:00 Thursday 15:20-16:20 appointment by e-mail
	Valéria Szabó, Master teacher szabo.valeria@ybl.uni-obuda.hu	Consultations: during term time: Thursday 15:20-16:05 Friday 11:40-12:25 appointment by e-mail
PRE-REQUIREMENT	Applied Visual Studies	
HOURS OF LECTURES (WEEKLY)	-	
HOURS OF CLASSROOM TRAINING/ LABORATORY TRAINING (WEEKLY)	4 hours / 2 hours	
FIELD WORK AND TRAINING (WEEKLY)	0 hours	
ASSIGNMENT	Midterm assignments, test	
CREDITS	9 credits	
SUBJECT TASK, BRIEF DESCRIPTION OF THE SUBJECT	The course aims to provide a comprehensive knowledge of architectural visual communication and its practical application. Students will develop their skills in creating visual presentations and architectural representations that will help them to present their architectural ideas in an aesthetic, creative and convincing way. Using a variety of programs, students will have the opportunity to create visually expressive design documentation - using materials and textures for exterior and interior spaces, effects of form, colour and light and shadow, and presenting intended visual effects. Students will acquire the skills of effective design communication by learning the main principles of architectural design documentation, visual design, architectural photography and applying them through their assignments.	

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<p>RECOMMENDED LITERATURE</p>	<p>Magdalena Droste (2003): Bauhaus (Bauhaus Archiv –1919-1933), ford. Körber Ágnes, Budapest, Taschen Verlag/Vincze Kiadó. Moholy-Nagy László (1996): Látás mozgásban. Műcsarnok-Intermédia, Budapest. L. Menyhért László (1996): Képzőművészeti irányzatok a XX. század második felében. Stúdium Kiadó, Nyíregyháza. Bo Bergström (2019): Bevezetés a vizuális kommunikációba, ford. Jámbor Noémi Katalin, Budapest, Scholar Kiadó. Serfőző Péter (2020): Branding és vizuális válasz, Budapest, Brandinguide Univesre Kft. Serfőző Péter (2021): Tipográfia a vizuális kommunikáció alapjai, Budapest, Brandinguide Univesre Kft. Timothy Samara (2021): A grafikai tervezés kézikönyve - Elemek, összefüggések és szabályok, Budapest, Scholar Kiadó.</p>
<p>TECHNICAL EQUIPMENT NEEDED</p>	<p>The assignments for the course are done on the students' own devices (laptop).</p>

TIMETABLE FOR THE SEMESTER				
WEEK	PROGRAM OF TRAINING	LECTURERS	FORM OF TRAINING	TASKS, DEADLINES
1. 02.13.	Introduction of the assignments and the requirements of the semester	BZ BE GYL SZV	classroom training / laboratory training	MID-TERM ASSIGNMENT 1. Repeating the basics Starting research work, collecting inspirational images Design analysis
2. 02. 20.	Architectural concept Analysing conceptual aspects	BZ BE GYL SZV	classroom training / laboratory training	Defining and preparing the visual concept Design analysis
3. 02. 27.	Visual communication: Composition principles and use of colour in architectural documentation Analysis of architectural presentation boards and booklets	BZ BE GYL SZV	classroom training / laboratory training	Final visual concept
4. 03. 05.	Evaluation of Mid-term assignment 1. Introduction of Mid-term assignment 2.	BZ BE GYL SZV	classroom training / laboratory training	Submission of MID-TERM ASSIGNMENT 1. MID-TERM ASSIGNMENT 2. Starting research work, collecting inspirational images Design analysis
5. 03. 12.	Planning: Exploring and assessing opportunities and problems Defining the goals of the design Application of form design methods	BZ BE GYL SZV	classroom training / laboratory training	Substitute submission of MID-TERM ASSIGNMENT 1. Defining and visualising the concept Design analysis
6. 03. 19.	Thought graphics: architectural impact, design communication I.	BZ BE GYL SZV	classroom training / laboratory training	PORTFOLIO Mid-term assignment 2. consultation
7. 03. 26.	Thought graphics: architectural impact, design communication II.	BZ BE GYL SZV	classroom training / laboratory training	Mid-term assignment 2. consultation
8. 04. 09.	Visual design, architectural photography - principles, image setting, post-production	BZ BE GYL SZV	classroom training / laboratory training	Visual design

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9. 04. 16.	Visual design, architectural photography - use of colour and light	BZ BE GYL SZV	classroom training / laboratory training	Final visual design
10. 04. 23.	Visual presentation: Portfolio preparation, graphic analysis of architectural documentation Presentation techniques, visual and verbal communication tools	BZ BE GYL SZV	classroom training / laboratory training	Submission of MID-TERM ASSIGNMENT 2. Portfolio design: composition, typography
11. 05. 07.	Presentation of the concept and implementation of the semester's work	BZ BE GYL SZV	classroom training / laboratory training	Substitute submission of MID-TERM ASSIGNMENT 2. TEST Submission of PORTFOLIO, PRESENTATION
12. 05. 14.	Closing of the semester, evaluation	BZ BE GYL SZV	classroom training / laboratory training	TEST (2. opportunity) Substitute submission of PORTFOLIO, PRESENTATION

REQUIREMENTS FOR THE COMPLETION OF THE SEMESTER		
MID-SEMESTER TASKS AND TESTS		
REQUIREMENT	DESCRIPTION	VALUE (point, %, grade)
PARTICIPATION AT LESSONS	Classes may be missed no more than three times, subject requirements are subject to the provisions of the University Study and Examination Regulations and the faculty supplement.	-
IN CASE OF ABSENCE FROM LESSONS AND EXAMINATIONS	Absence will be considered as justified with a medical certificate!	-
MID-TERM ASSIGNMENT 1.	<p>MID-TERM ASSIGNMENT 1. Architectural visualisation</p> <p>Preparing the visual design of the architectural documentation for building designed in a previous course, improving the graphic quality of the architectural plans - applying the knowledge acquired in the previous and current semester, using high quality architectural graphics. Level of detail: M=1:500</p> <p>Parts to be submitted: 1 site plan min. 1 floor plan min. 1 section min. 1 facade min. 2 visual designs min. 1 explanatory drawing</p> <p>To be submitted: plans in A3 format, with a consistent visual appearance, organised in a booklet Format: pdf Place and method of submission: online upload to the course server Time of submission: on the day designated in the "SCHEDULE OF THE SEMESTER" section File name: Last_Name_First_Name_FF1</p> <p>Completion of a mandatory number of consultations with a continuously evolving plan: min 2 consultations. The progress of the tasks is confirmed by the signature of the lecturer.</p> <p>Completing the task is mandatory! Instructors will not evaluate assignments sent with incorrect file formats and names! Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!</p>	20 points
MID-TERM ASSIGNMENT 2.	<p>MID-TERM ASSIGNMENT 2. Design assignment</p> <p>Designing the task presented during the semester and preparing the visual documentation for the planned building - using the knowledge acquired during the previous and current semester, with high quality architectural graphics. Level of detail: M=1:500</p> <p>Parts to be submitted: 1 site plan, min. 1 floor plan min. 3 visual designs other drawing/pictures necessary for interpretation.</p>	25 points

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	<p>To be submitted: drawings in A3 format, with a consistent visual appearance, organised in a booklet Format: pdf Place and method of submission: online upload to the course server Time of submission: on the day designated in the "SCHEDULE OF THE SEMESTER" section File name: Last_Name_First_Name_FF2</p> <p>Completion of a mandatory number of consultations with a continuously evolving plan: min. 4 consultations. The progress of the tasks is confirmed by the signature of the lecturer.</p> <p>Completing the task is mandatory! Instructors will not evaluate assignments sent with incorrect file formats and names! Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor!</p>	
<p>PORTFOLIO</p>	<p>- 1 ARCHITECTURAL PRESENTATION BOARD Make a 30x80 cm digital board of the 2nd exercise. It includes projection drawings and visuals (interior-exterior) - with particular attention to aesthetics, text and image placement. Submitted: 30x80cm min. 72 max 150dpi - pdf File name: Last_Name_First_Name_tablo.pdf</p> <p>- 1 BOOKLET An A3-sized booklet of term papers, with an organised, consistent visual appearance - paying particular attention to aesthetics, text and image placement. Format: pdf Place and method of submission: online upload to the course server File name: Last_Name_First_Name_Fuzet.pdf</p> <p>Completion of a mandatory number of consultations with a continuously evolving plan: min. 2 consultations. The progress of the tasks is confirmed by the signature of the lecturer.</p> <p>The board and the booklet must be consulted at least twice before submission. Place and method of submission: online upload to the course server Time of submission: on the day designated in the "SCHEDULE OF THE SEMESTER" section Completing the task is mandatory! Instructors will not evaluate assignments sent with incorrect file formats and names! Works found to be incomplete or of inadequate quality can be returned for further work and improvement by the supervisor! The supervisor may refuse the semester due to work deemed incomplete or of insufficient quality!</p>	<p align="center">30 points</p>
<p>WRITTEN TEST</p>	<p>The test consists of questions covering theoretical knowledge. A minimum of 60% of the points must be achieved.</p>	<p align="center">25 points</p>

END OF SEMESTER REQUIREMENTS					
CONDITIONS FOR OBTAINING A SIGNATURE	<ul style="list-style-type: none"> - Three or fewer absences from classes. - Midterm-assignment 1-2. and the portfolio must be accepted by the due dates. - A minimum of 60 % must be achieved on the test. - Proactive participation on classes. - Completion of a mandatory number of consultations with a continuously evolving plan: Mid-term assignment 1: min. 2 consultations Mid-term assignment 2: min. 4 consultations Portfolio: min. 2 consultations - The progress of the tasks is confirmed by the signature of the lecturer. - Presentation of the semester's work. - A minimum of 50 points must be achieved. <p>If any of the above is not met, the semester will be refused.</p>				
	SIGNATURE RETAKE EXAM	<ul style="list-style-type: none"> - Three or fewer absences from classes. - Midterm-assignments 1-2. must be accepted by the due dates. - A minimum of 60 % must be achieved on the test. - Proactive participation on classes. - Completion of a mandatory number of consultations with a continuously evolving plan: Mid-term assignment 1: min. 2 consultations Mid-term assignment 2: min. 4 consultations Portfolio: min. 2 consultations - The progress of the tasks is confirmed by the signature of the lecturer. - A minimum of 40 points must be achieved. <p>If any of the above is not met, the signature retake exam won't be provided.</p>			
SEMESTER GRADE		0-49 points	50-69	70-79	80-89
	1 - FAIL	2 - PASS	3 - SATISFACTORY	4 - GOOD	5 - EXCELLENT

Budapest, 19 January 2024.

Dr. Zoltán Bánföldi DLA
Levente Gyulai
Enikő Boros